

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion - Setting up of Southern Zonal Tourism Advisory Council (SZTAC) of WTTTCII with Head Quarters at Hyderabad - Orders - Issued.

YOUTH ADVANCEMENT, TOURISM & CULTURE (T) DEPARTMENT

G.O.Rt.No. 338

Dated: 27-03-2014

Read:

Note order of Chief Secretary, Andhra Pradesh / Chairperson, Southern Zonal Tourism Advisory Council dated: 01/03/2014.

ORDER:

The World Travel & Tourism Council India Initiative (WTTTCII) is an initiative of the World Travel & Tourism Council, has been doing geonan's service for the promotion of Tourism in India. The WTTTCII has constituted the Southern Zonal Tourism Advisory Council (SZTAC) during its meeting of Southern States & Industry Stake holders meeting held in Bekal, Kerala from 15th to 17th September, 2012. The Southern states of Andhra Pradesh, Goa, Kerala, Karnataka, Tamil Nadu and Union territory of Pondicherry, Andamans and Lakswadweep will be members of SZTAC. The Chairmanship will be on rotation and Andhra Pradesh will have the Chairmanship for the 1st year. The Chief Secretary, Government of AP is thus the Chairperson for this current year 2014.

2. In the first meeting of SZTAC held on 13th September 2013 at Hyderabad it was also suggested that Hyderabad will be the permanent secretariat for SZTAC and Andhra Pradesh Tourism has announced a contribution of Rs.50.00 Lakhs for the Council. Andhra Pradesh Tourism has also agreed to provide necessary office space at Paryatak Bhavan in Hyderabad for the proposed Secretariat.

3. The second meeting of SZTAC was held on 20th February 2014 at Hyderabad and was attended by the Director General of World Travel and Tourism Council, India Initiative (WTTTCII) Sri Sujeet Banerjee, IAS., (R) who is instrumental in the setting up of SZTAC.

4. The meeting discussed on several issues and made resolutions for the respective State Governments to deliberate and implement. The meeting felt the need to immediately establish the permanent secretariat as proposed in the 13th September 2013 meeting and provide necessary resources to spearhead the operations.

5. The meeting of the SZTAC was conducted on 20th February, 2014 during which it is decided to set up the Head quarters / Secretariat of the SZTAC at Hyderabad in Paryatak Bhavan. It was also decided to appoint a dedicated professional as Executive Director of SZTAC.

6. In pursuance of the decisions taken during the 2nd meeting of the SZTAC it is decided to set up the permanent Secretariat for the SZTAC in Paryatak Bhavan, Hyderabad. It is also decided to have two positions of Executive Director and Manager on contract basis to coordinate the activities with other State Tourism departments and other stakeholders of SZTAC. A corpus fund of Rs. 50 lakhs would be placed at the disposal of the SZTAC, Secretariat by the Tourism department from the allocated budget of Tourism Department. The In-charge Paryatak Bhavan is also requested to allocate necessary office space for the setting up the SZTAC.

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7. Sri Govinda Raj, Emmadi, Associate Professor, Dr.YSR NITHM, Hyderabad is placed as i/c Executive Director, SZTAC, Secretariat, Paryatak Bhavan till further orders. He is directed to take further necessary action to operationlise the functioning of the Secretariat. The corpus amount will be jointly operated by the Executive Director with the approval of Special Chief Secretary, Tourism / Director General, SZTAC, Secretariat.

8. This order does not required concurrence of the finance department as it is within the approved budget of Tourism department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

Sri E.Govinda Raj, Associate Professor, Dr.YSR NITHM,
Telecomnagar, Gachibowli, Hyderabad

Copy to:

The Chief Secretary to Government, GAD, A.P. Secretariat.

The Joint Secretary and Director General, SZTAC, Ministry of Tourism, Govt. of India.

The Director General of World Travel & Tourism Council, India Initiative
(WTTCCII)

The Director, Dr.YSR NITHM, Telecomnagar, Gachibowli, Hyderabad.

The Addl.Chief (PMU) YAT & C (PMU) Department.

The Officer-On-Special-Duty(Tourism) YAT & C (PMU) Dept.,

The PS to Special Chief Secretary to Government (Tourism),

YAT & C (PMU) Dept.,

SF/SCs.

//FORWARDED::BY ORDER //

SECTION OFFICER